

Message Text

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PAGE 01 SYDNEY 00463 040958Z

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ACTION EA-10

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FM AMCONSUL SYDNEY

TO SECSTATE WASHDC 6092

INFO USDOC WASHDC

AMEMBASSY CANBERRA

AMCONSUL MELBOURNE

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS SYDNEY 0463

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: IN-STORE BICENTENNIAL PROMOTION

1. POST HAS RECEIVED REQUEST FROM MICHAEL E. GRACE, JR., JOINT MANAGING DIRECTOR OF GRACE BROS. DEPARTMENT STORES, FOR ASSISTANCE IN PROMOTING THE U.S. BICENTENNIAL IN CONJUNCTION WITH THE AUSTRALIAN-AMERICAN ASSOCIATION'S PLANS AND AS PART OF GRACE BROS. RETAIL PROMOTION IN APRIL-MAY, 1976 PERIOD.

2. GRACE BROS. IS AWARE OF USG IN-STORE PROMOTION PROGRAM AND OF COMMITMENT TO DAVID JONES. THE STORE IS MORE INTERESTED IN ENTERTAINERS AND PERSONALITIES THAN MONEY AND IN OTHER CENTERPIECE ATTRACTIONS. IT REQUESTS COMMERCE ASSISTANCE IN OBTAINING SERVICES ON A USG SUPPORTED BASIS OF DISNEYLAND BAND, JOHNNY CASH, GRAND OL' OPREY CAST, YOUNG AMERICANSN AND/OR NAME FOLK SINGER GROUPS AND AMERICAN INDIAN DANCER GROUPS. GRACE BROS. AGREES THESE ENTERTAINERS COULD BE IN AUSTRALIA FOR COMMERCIAL ENGAGEMENTS BUT WOULD BE AVAILABLE TO STORE FOR PROMOTION PURPOSES AT ITS STORES THROUGHOUT NEW SOUTH WALES.

3. GRACE BROS. WOULD AGREE TO PURCHASE AT LEAST ONE

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PAGE 02 SYDNEY 00463 040958Z

MILLION DOLLARES IN U.S. GOODS, ONE THIRD OF THEM NEW

TO THE STORE, AND CARRY ON A SATURATION PROMOTION
CAMPAIGN IN ALL ITS STORES INCLUDING NEWSPAPER, T/V
AND RADIO ADVERTISING. THE PROMOTION WOULD LAST FROM
THREE TO FOUR WEEKS.

4. MR. GRACE IS CHAIRMAN OF THE RETAIL COMMITTEE OF THE
AUSTRALIAN AMERICAN FESTIVAL 1976, IS INFLUENTIAL IN
THAT ORGANIZATION AS WELL AS IN BUSINESS CIRCLES IN
SYDNEY. GRACE BROS. IS THE LARGEST CHAIN CATERING TO
THE MIDDLE AND LOWER CLASS RETAIL TRADE AND HAVE STORES
IN SEVERAL SHOPPING CENTERS AS WELL AS IN DOWNTOWN
SYDNEY.

5. AN EARLY REPLY TO THIS PROPOSAL IS REQUESTED.
HANNAH

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